



Idaho Procurement Technical Assistance Center (PTAC)

Idaho PTAC Mission

To educate Idaho businesses on the opportunity to sell to government agencies and prime contractors

AND

assist them in successfully completing the procurement process.

To Participate in PTAC Programs You Must

- Have email capability (high speed)
- Be an Idaho based company
- Complete the PTAC online enrollment form, www.idahosbdc.org/ptac

Government Contracting

Only **2%** of the **29 million** small Businesses in the United States participates in government contracting

It is **NOT** for everyone.

- Is it right for you?
- Does the government buy your product or service?
- Are you prepared to follow the rules, solicitation requirements, and mandatory paperwork?
- Adequate financial preparation?
- Is it another source of income?

Government Contracting

Prime Contracting Government-wide Procurement Goals

- Small Business - 23%
- 8(a) Small Business - 5 %
- Women-Owned Small Business - 5%
- HUBZone Small Business - 3%
- Service-Disabled Veteran-Owned Small Business - 3%

Government Contracting

SBA Certifications

- 8(a) Business Development Program

Application Process www.sba.gov/8abd

- HubZone

Application Process www.sba.gov/hebzone

- SDVOSB

Self-Certification in SAM www.vetbiz.gov

- WOSB - 92 NAICS

Self-Certification in SAM www.sba.gov/wosb
www.certify.sba.gov

- EDWOSB - 113 NAICS

Self-Certification in SAM

Today's Agenda

1. Registrations (DUNS & SAM)
2. CVE Veteran Registration
3. Capability Statement
4. Developing a Marketing Strategy
5. Searching for Opportunities (Bid Match Service)
6. Research and References
7. Bid Assistance
8. Performance issues

Registration Checklist For Businesses to Get Started:

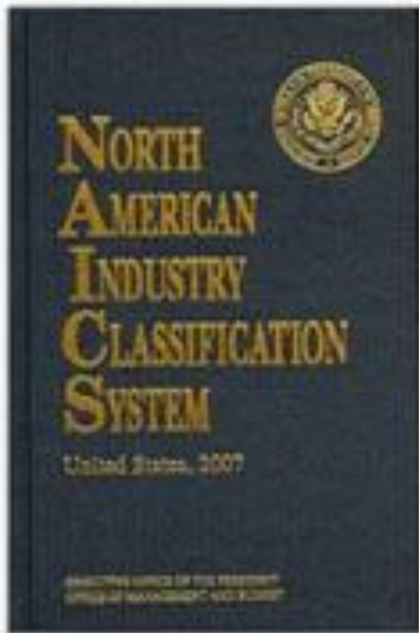


- ✓ NAICS code determination
- ✓ Obtain a DUNS number
- ✓ Enroll in Idaho's PTAC program!
- ✓ Register with SAM
- ✓ Enter info into the Dynamic Small Business System database
- ✓ **Track User Names & Password**

NAICS Codes

(North American Industry Classification System)

www.census.gov/eos/www/naics



Example: Under “**Construction**” (Code **23**)

236210- Industrial Building Construction

236220- Commercial and Institutional
Building Construction

237110- Water and Sewer Line Construction

237120- Oil & Gas Pipeline Construction

It is possible to have multiple NAICS codes!

DUNS Number

Data Universal Numbering System

- System developed and regulated by Dun & Bradstreet (D&B) that assigns a unique numeric identifier, referred to as a DUNS number, to a single business entity. **9 numbers**
- Updated only when changes occur
- www.fedgov.dnb.com/webform

Enroll with Idaho PTAC

www.idahosbdc.org/ptac

Register for Idaho PTAC

Remember to include
keywords & search area in
the “Products and Services
Offered” box

System for Award Management (SAM)

<https://www.sam.gov/portal/public/SAM/>

The Federal Government's "Vendor Database"

- How you get paid!
- Update your registration **ANNUALLY** with current **financial** and **contact** information
- This site is also how you access your profile in the SBA's **"Dynamic Small Business Search"**
- Banking, DUNS, NAICS, TAX ID #

Dynamic Small Business Search (DSBS)

www.dsbs.sba.gov

- **SAM** is the entry point with some data automatically downloaded
- **9 Optional Fields**

Current Principles

Non-Federal-Government Certifications

Capabilities Narrative

Special Equipment/Materials

Business Type Percentages

Bonding Levels

Keywords

Miscellaneous

Performance History

Marketing Strategy

➤ Identify and target your customer

- Who buys your product/service?
- How do they buy?
- When do they buy?

➤ Sources

- FPDS <https://www.fpds.gov>
- FBO www.fbo.gov
- DOB www.idahosbdc.org/ptac
- GSA E-Library www.gsaelibrary.gsa.gov

➤ When visiting contracting personnel, always take **business card and capability statement**

Capability Statement

Introducing your company to contractors:

CAPABILITIES STATEMENT

1 page, 1 sided “resume” for your business listing:

NAICS and CAGE codes

Any designations for set-asides

Past performance and testimonials

Business capabilities and equipment inventories

Pictures

Contact Information

Company – Marketing Tool

Feds – Market Research Tool

Other Companies – Directory of Subs

Marketing Strategy

Credit Card Acceptance

- **Micro Purchases** - used for purchases under
\$3500 (**\$2500** Svc **\$2000** Construction)
\$5000 for DOD
- Are not solicited competitively
- Processed exactly like Visa or Master Card
- Many federal buyers carry purchase cards



Disadvantages for Vendors
No buying preferences
Must accept Visa/MC to participate
Costs you \$\$\$

Local Postings

Above Micro Purchase level up to \$25K

- No FBO Posting Required
- Local BB or ITB
- Rule of 2
- Capability Statement

General Services Administration

- Is GSA schedules a good fit
- **Do market research**
 - Who, What, When, Where, Quantity, Price
 - Can I be competitive
 - The official site: www.gsa.gov
Shortcut <http://www.eoffer.gsa.gov>

GSA is not a guarantee

PTAC's Bid Matching Service

- Customized Bid Matching
- Daily matching of your products or services resulting in bid opportunities with email notification when match occurs
- The Idaho PTAC searches over 2250 Federal, State, & Public contracting websites for you!

Look For Tier 1 Sub Opportunities



- Participate even if your business can't be the Prime.
- Research the bids, ask who the Prime's are.
- Provide your Capabilities Statement to the winning bidder.
- Use FBO & FPDS.
- Gain "Past Performance" experience.

If You Don't Win the Bid

Request debriefing within 3 days of

- Elimination from Competitive Range
- Award of Contract

Debriefing will cover

- Evaluation of weaknesses/deficiencies of offeror's proposal
- Overall Cost, Technical Rating & Past Performance
- Ranking of All Offers
- Summary of Rationale for Award
- Reasonable Responses to Relevant Questions
- Can Ask for Suggestions

If You Win the Bid

A good ***PAST PERFORMANCE*** record is the goal!

Triggered Automatically at:

- 650K for Construction

- 30K for Architect-Engineer

- 5M for Systems

- 1M for Services and IT

You can ask for a performance review from the CO even if you do not meet the automatic qualification thresholds.

Contractor Performance Assessment Reporting System (CPARS)

You have the opportunity to respond to your evaluation for 15 days after receiving the report.

Past Performance Information Retrieval System (PPIRS)

C.O's can view records for 3 years

Other PTAC Services

- Individual counseling on all aspects of government contracting
- Library of references available to all clients
- Training workshops
- Bid Assistance...

BID ASSISTANCE

- One-on-one counseling sessions to review bid solicitations with companies.
- PTAC can answer questions and research requirements specific to the solicitation.
- The company must provide a rough draft/best effort response. PTAC cannot “write the bid” for any company.

BID- Your technical/price response to a solicitation

ISBS

Annual Idaho Small Business Symposium
formerly the Idaho Business Opportunity
Conference (IBOC) – a company's
opportunity to meet with approx. 50
contracting officers and purchasing
agents from around the U.S.

Coeur d'Alene 23 March 2017

Review of PTAC Services

- Visit www.idahosbdc.org/ptac
- Bid match service
- Assistance completing bid packages
- One-on-one counseling
- Directory of Buyers
- Training workshops

*These services provided at **NO COST***

Also - The Idaho Small Business Symposium (ISBS)

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